Caledonian MacBrayne
Brand guidelines

v2

Contents

Introduction

We've carried the people of the west coast of Scotland through times and seas high and low. But the world is changing fast, and to thrive in the future we need to adapt. We need to rediscover our purpose and reconnect with our customers.

Our new brand will help us do that. Inspired by the past but looking to the future, our brand will assert our identity in a fresh, modern dynamic way and convey the values we hold dear.

These guidelines are the key to using our brand to its fullest potential, with guidance on how to apply every element of our brand, from our brand marque, name and strapline to photography and the way we write.

It's more than a look. It's a unity and a culture that should infuse everything we do and inspire us to greater heights.

Our story

The name of Caledonian MacBrayne is synonymous with the west coast of Scotland. We've been connecting communities for more than 170 years, since there was just a handful of lighthouses scattered across our islands and not the 200 or so there are today. Steady and true, our services have offered a lifeline for our region, as its fortunes have ebbed and flowed over the generations.

Our story begins in the mid-19th century – hard times for the Hebrides and the Highlands, when oppressive landlords, rising rents and failing crops meant daily life was a struggle. A shipping company, J&G Burns, had established regular crossing services between Glasgow and the Inner and Outer Hebrides, and in 1851 sold these operations to their chief clerk, David Hutcheson. One of Hutcheson's partners was David MacBrayne, a nephew of the Burns brothers. In 1878, when Hutcheson and his brother retired, they left the business to MacBrayne, who renamed it after himself.

The communities of the west coast and islands were on the edge, but the canny businessman MacBrayne was on a mission to sustain them: by strengthening the connections between them, he would build a flourishing business.

MacBrayne extended the service with a mail run to Islay, Harris and North Uist from Skye and an Outer Isles run from Oban to Barra and South Uist. The arrival of the railway on the west coast fuelled a wave of new routes and new vessels to serve them.

The ferry services were a lifeline for Scotland's island communities. Tourism and trade flourished, and islanders were able to remain. By the early 1900s, MacBrayne had built more than a company; it was a kingdom that included not just ferry operations but bus services. As a local version of Psalm 24 went:

The Earth belongs unto the Lord
And all that it contains
Except the Kyles and the Western Isle

And they are all MacBrayne's

But the years following the 1914-18 war brought hardship, and financial difficulties led to the company's rescue in 1928 by the London, Midland and Scottish Railway and Coast Lines. By 1970, both owners had been nationalised, and David MacBrayne became wholly state-owned, as part of the Scottish Transport Group (STG).
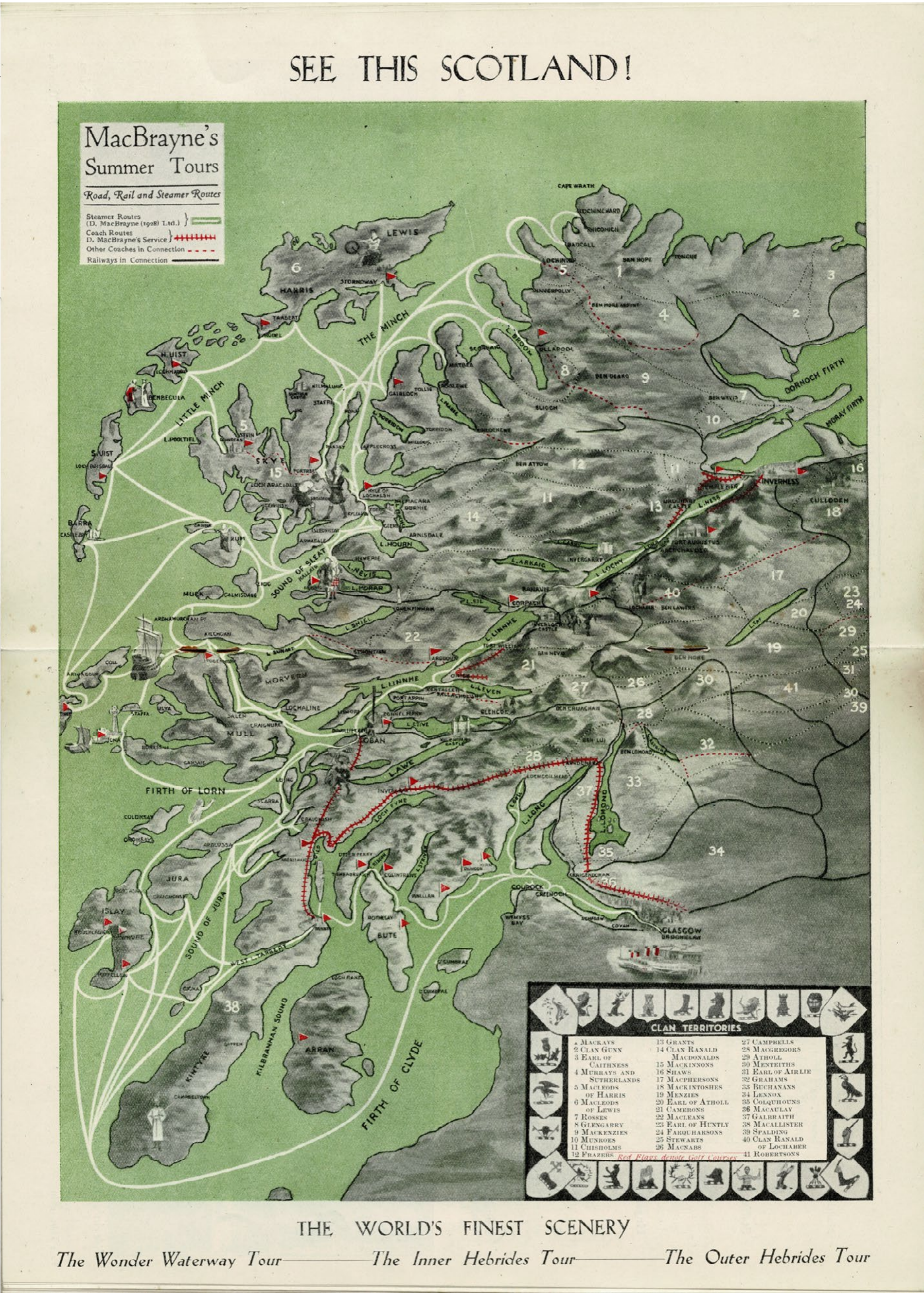
Our story

In 1973, it was amalgamated with another STG shipping business, the Caledonian Steam Packet Company. Caledonian MacBrayne was born with a headquarters at Gourock, and its vessels soon sported red and black funnels with a red lion on a yellow disc.

Not long afterwards a roll-on roll-off car ferry service from Gourock to Dunoon was introduced with the vessels MV Juno and MV Jupiter, and other boats were modernised to meet the maximum levels of safety.

Today, CalMac Ferries, as the company is known, holds the contract from Transport Scotland to operate the Clyde and Hebrides Ferry Service, trading as Caledonian MacBrayne.

It's been a long journey. And it goes on. With a dynamic, modern, evolved brand, we're ready for a new age of service, dedicated to communities across our region.

Our brand positioning

1

1

Our brand idea

Our brand idea distils our spirit, the essence of our brand, down to one simple belief. It's a touchstone for us all.

This simple statement expresses Caledonian MacBrayne's embodiment of the west coast spirit, hard won over generations of continuous dedicated service.

And it captures our crucial importance in keeping the social and economic lifeblood of our region pumping, through thick and thin.

The heart & soul of the places we sail and the people we serve.

1

Our brand values

Our brand values reflect what really matters to us as a brand, as a company, and as people.

They expand on our brand idea into a code of guiding principles, shaping our purpose, how we behave as a business and how we express our brand.

Our values crystallise, in clear terms, why customers choose to connect with our brand over others'.

So, what's important to Caledonian MacBrayne?

We help
each other thrive.

We act in the best interest of
the places we serve.

We thinking and acting with
courage and conviction.

▼

▼

▼

People
First

Locality

Bravery

1

Our brand character

Our brand character captures how we'd like our brand to be received.

It's the set of human traits that people know us for, and that they recognise in our brand.

The trust that our customers place in us, day after day, as we carry them safely across the sea through fair weather and foul, is forged on the back of hard work, responsibility and resilience, infused with a warmth of welcome that's typical of our part of the world.

Hard-working and dutiful

Resilient and responsible

Warm and welcoming

Our brand elements

2.1

Our name

The name Caledonian MacBrayne evokes decades of service and should always be used in its entirety in all communications when referring to the operating service.

We never abbreviate it to CalMac, which is the B2B brand.

Although it is not strictly a logotype, our name should always appear in the bold weight of our new bespoke typeface, Western Isles Bold,

It can be set on one line or two, depending on the scale of the application. In most cases it should be ranged left, but it can also be centred or ranged right.

Caledonian MacBrayne

Caledonian MacBrayne

Caledonian Mac a' Bhriuthainn

Caledonian Mac a' Bhriuthainn

2.2

Our brand marque

The distinctive scarlet funnel, with the Caledonian lion rampant standing out proudly on its bright yellow circle, has been a heartwarming sight for every customer waiting for their boat to loom out of a nippy Hebridean fret.

Our brand marque – a representation of the Caledonian MacBrayne funnel as a parallelogram – is the most important of our graphic tools. It's the symbol of our service, an emblem of the hard work and resilience that are at the core of our brand character.

The red and yellow marque is warm and welcoming, too, and visually robust enough to work at any size. But it's essential that it appears consistently wherever it is seen.

The lion rampant always faces left in the brand marque, just as it does in the Royal Banner of Scotland, and as it did on the shields of Scottish warriors, which were held in the left hand with the lion facing the enemy.
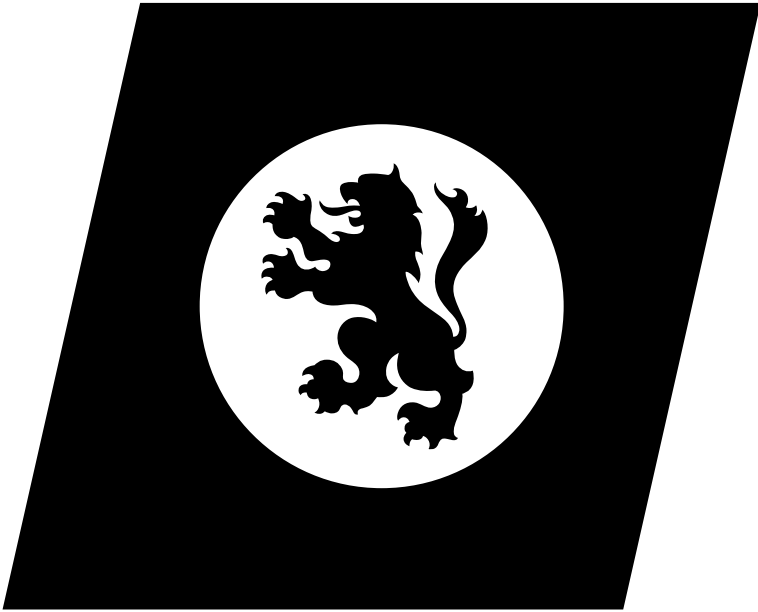
2.2

Our brand marque
Colour

In most applications the brand marque should appear in the Caledonian MacBrayne brand colours of red and yellow (see p.19 for colour specifications).

Where only one-colour printing is possible, use a solid red (preferred), black or white monochrome version of the marque.

PRIMARY
2 COLOUR
RED + YELLOW

SECONDARY
MONOCHROME
RED/BLACK/WHITE
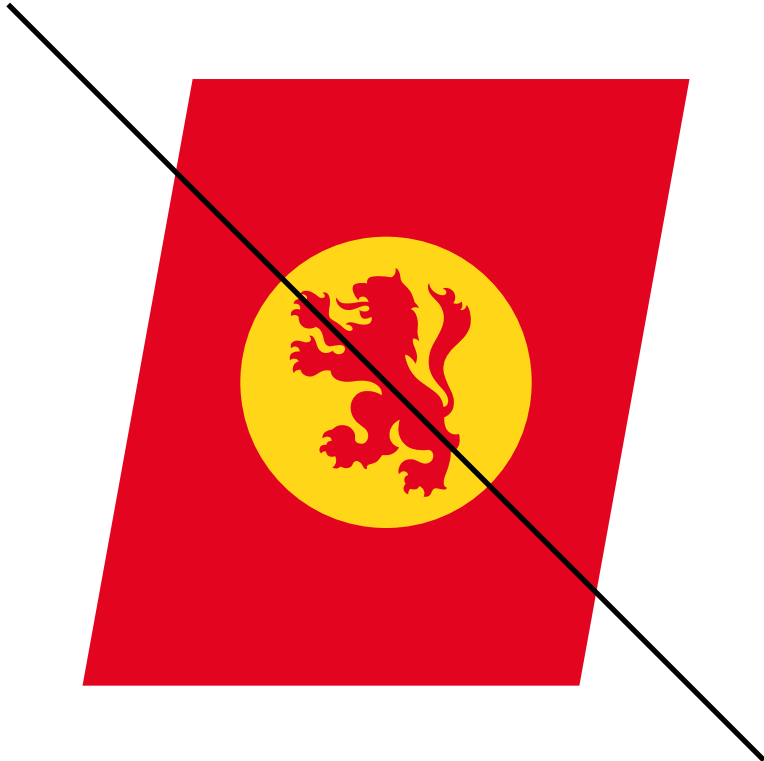
2.2
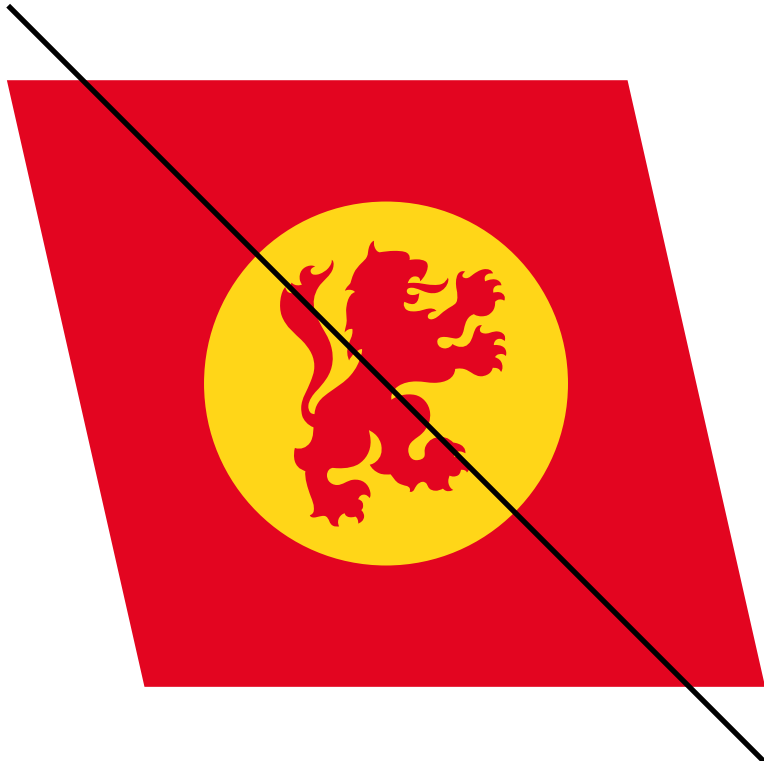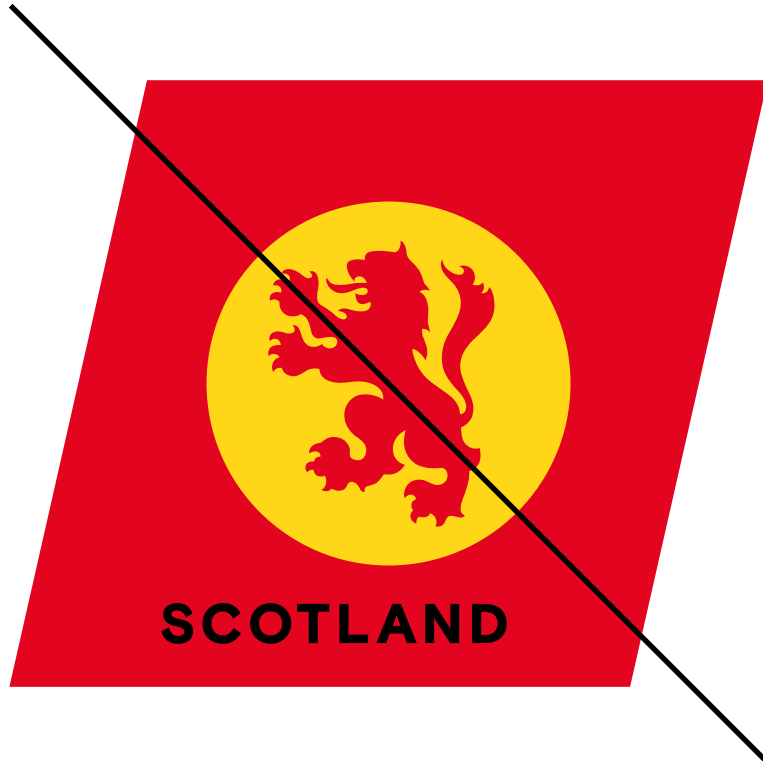
Our brand marque
Incorrect uses

We're proud of our marque and everything it represents. So, we treat it with respect.

Cutting corners and creating ad hoc, altered versions harms its integrity and risks undermining trust in the brand.

Here are some examples of what we mean:

1. Redesigning, redrawing, modifying and distorting the marque, or changing its proportions.

2. Enclosing it in a different shape or combining it with other design elements or effects.

3. Reversing the marque or turning the lion around to face the opposite direction.

4. Adding words, images, or any other new elements.

1.

2.

3.

4.

2.2

Our brand marque
Third party lock-up use

When we have no control over the design of a layout, such as in third-party publicity material, we supply the marque and full company name in one fixed relationship, or lock-up.

Contact the marketing department for the correct file.

2.2

Our brand marque
Clear space

Our scarlet funnels are clear enough against a backdrop of sky and islands. To keep the clarity of our brand marque, especially in much busier visual environments, we need to give it space.

The preferred amount of clear space to maintain is defined by 1x the dimensions of the marque, all the way around it. This should be the minimum when partnering it with other elements or logos. An acceptable amount of clear space is ½ x the marque's dimensions.

PREFERRED
1 MARQUE WIDTH/HEIGHT

ACCEPTABLE
½ MARQUE WIDTH/HEIGHT

2.3
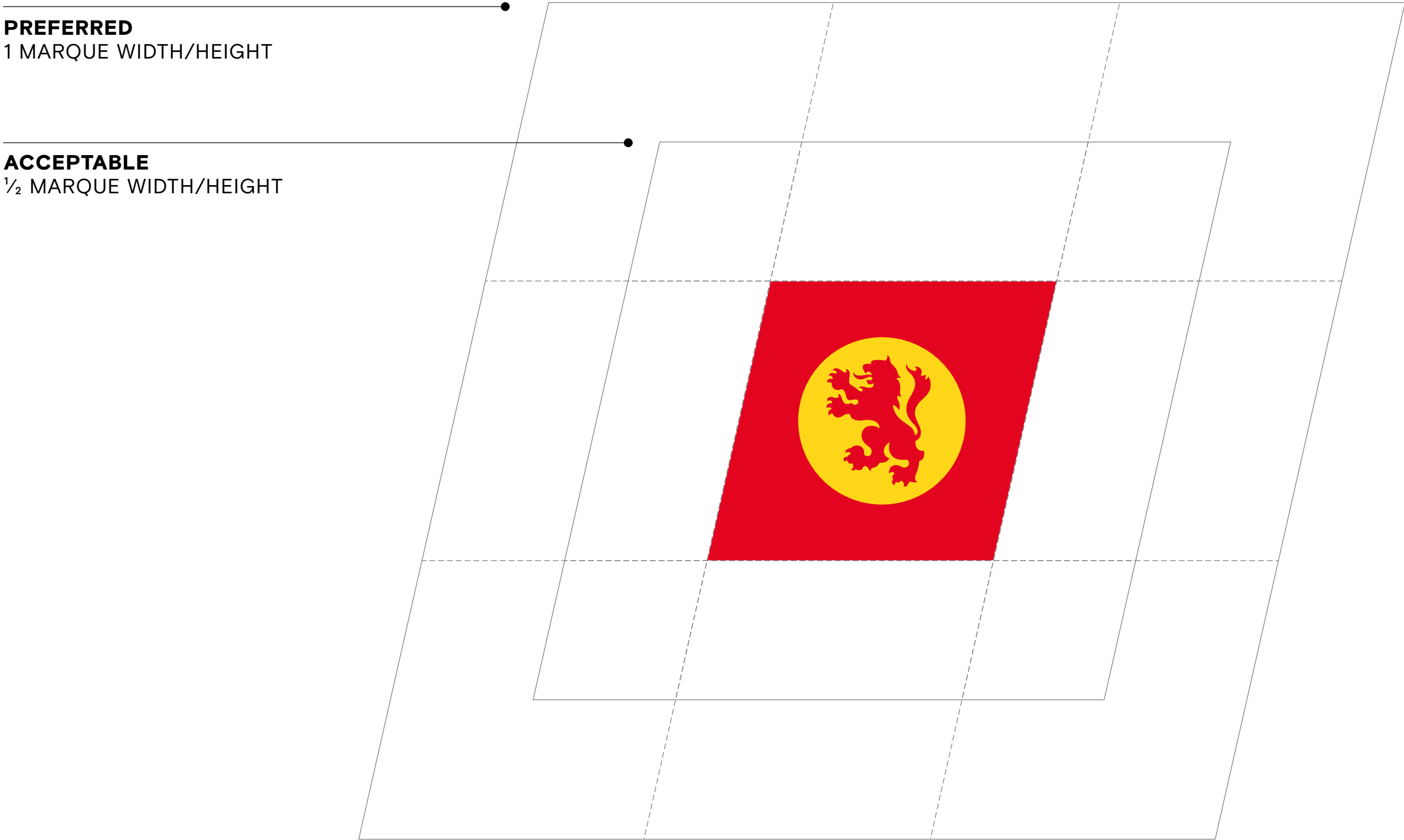
Our Colour palette
Primary

Our colours are familiar to everyone in this part of the world, and are a big part of our brand.

The red, yellow, white and black, defined here for the different colour systems, have their origins in the historic liveries of the companies that combined to create Caledonian MacBrayne: Caledonian Steam Packet Company and David MacBrayne Ltd.

These four colours should be the first choice across all brand communications, with red taking the most dominant role.

RED
PANTONE: 485 C
CMYK: 0, 95, 100, 0
HEX: #DA291C
RGB: 218, 41, 28
RAL: FLAME RED 3000

YELLOW
PANTONE: 122 C
CMYK: 0, 15, 90, 0
HEX: #FFC72C
RGB: 255, 199, 44
IP: YELLOW B143

BLACK
PANTONE: 6 C
CMYK: 100, 61, 32, 96
HEX: #101820
RGB: 16, 24, 32
IP: BLACK Y999

WHITE
CMYK: 0, 0, 0, 0
HEX: #FFFFFF
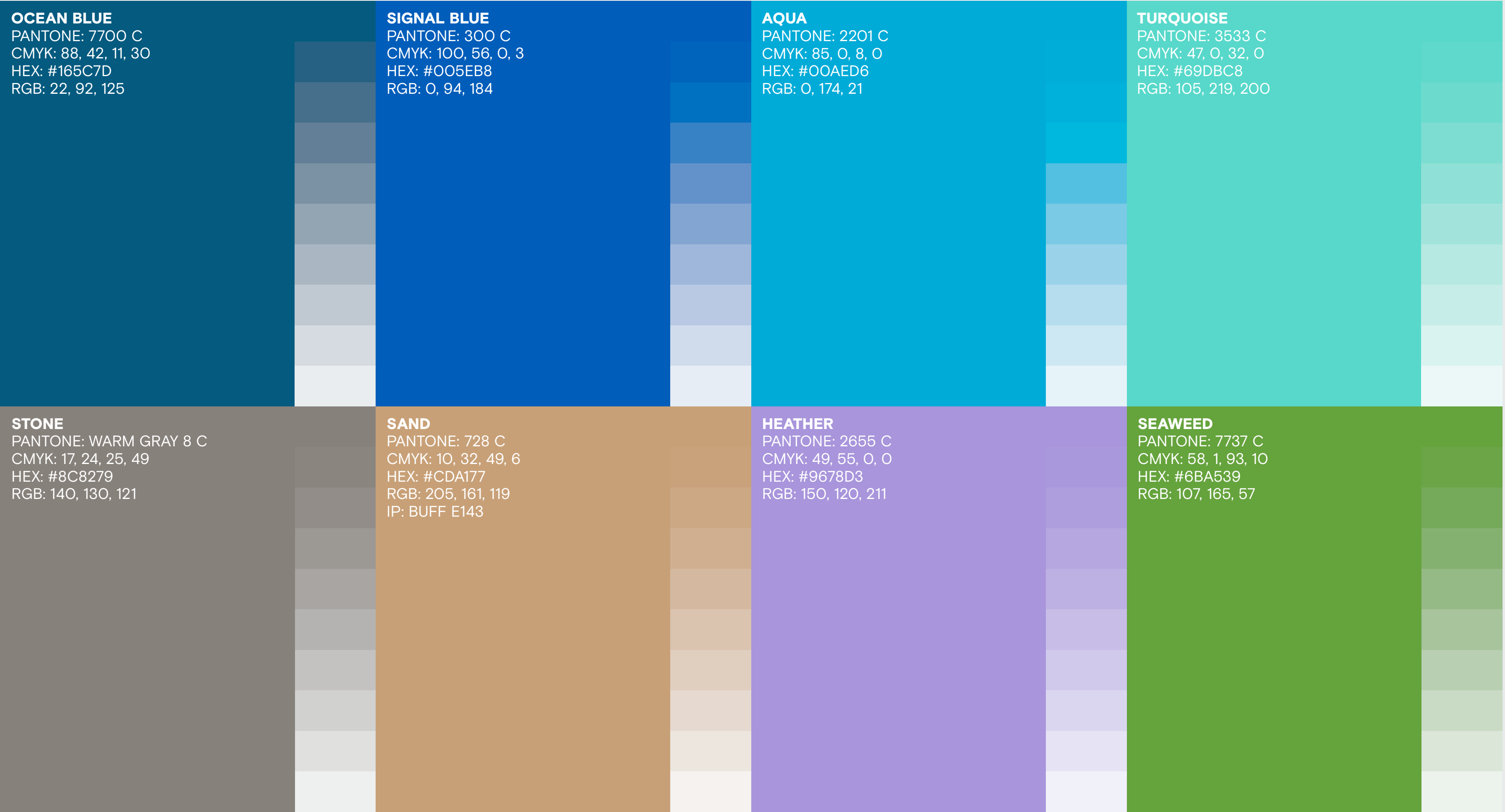RGB: 255, 255, 255
IP: WHITE B000

2.3

Our colour palette
Secondary

We have a secondary colour palette that's derived from the hues of sea and land that surround us on the west coast of Scotland.

We use these colours to extend our primary palette if more shades are required. Tints can also be used.

We should use these secondary colours sparingly, only as accents and restrained additions. The primary palette of red, white, black and yellow always comes first.

OCEAN BLUE
PANTONE: 7700 C
CMYK: 88, 42, 11, 30
HEX: #165C7D
RGB: 22, 92, 125

SIGNAL BLUE
PANTONE: 300 C
CMYK: 100, 56, 0, 3
HEX: #005EB8
RGB: 0, 94, 184

AQUA
PANTONE: 2201 C
CMYK: 85, 0, 8, 0
HEX: #00AED6
RGB: 0, 174, 21

TURQUOISE
PANTONE: 3533 C
CMYK: 47, 0, 32, 0
HEX: #69DBC8
RGB: 105, 219, 200

STONE
PANTONE: WARM GRAY 8 C
CMYK: 17, 24, 25, 49
HEX: #8C8279
RGB: 140, 130, 121

SAND
PANTONE: 728 C
CMYK: 10, 32, 49, 6
HEX: #CDA177
RGB: 205, 161, 119
IP: BUFF E143

HEATHER
PANTONE: 2655 C
CMYK: 49, 55, 0, 0
HEX: #9678D3
RGB: 150, 120, 211

SEAWEED
PANTONE: 7737 C
CMYK: 58, 1, 93, 10
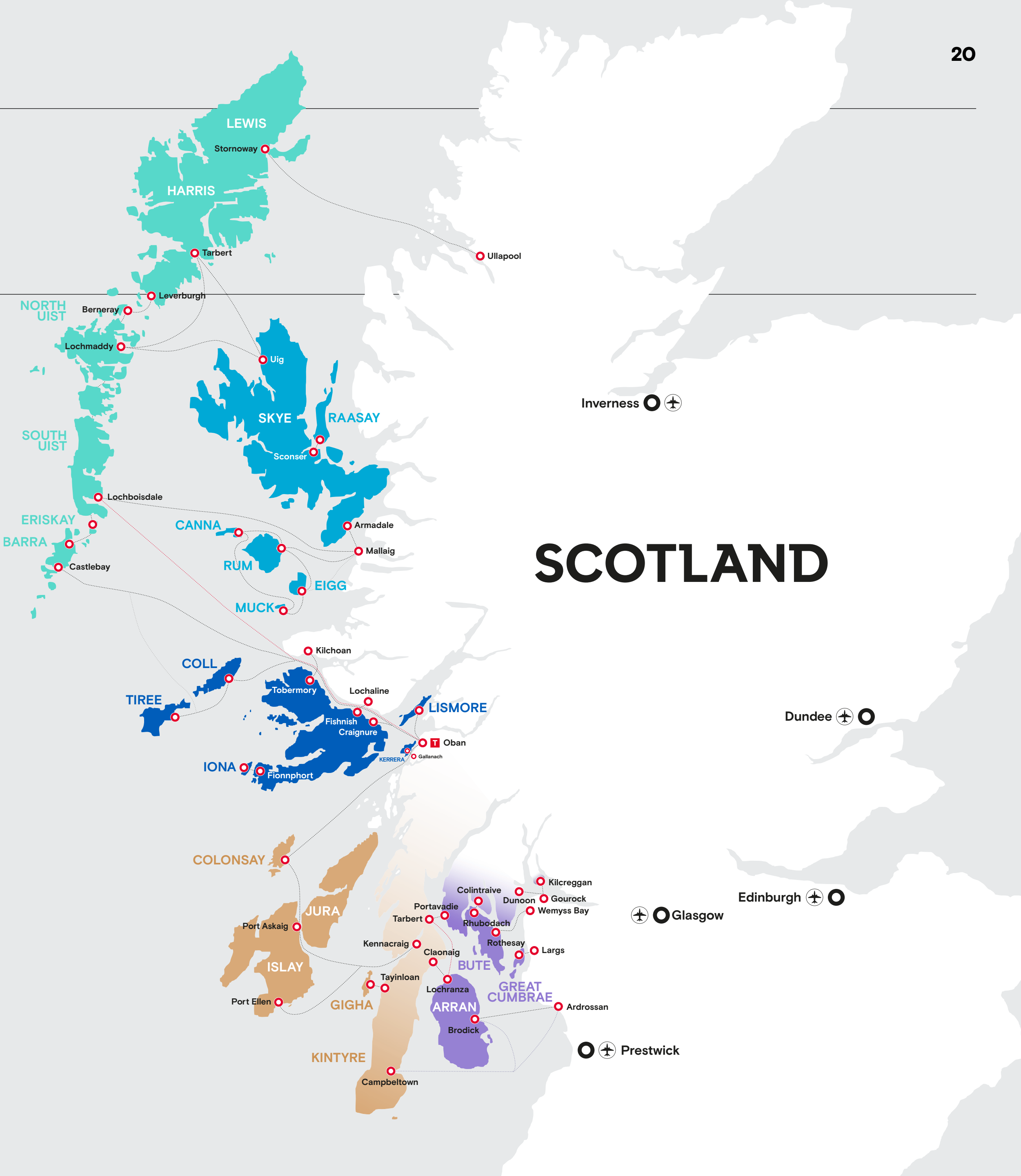HEX: #6BA539
RGB: 107, 165, 57

2.3

Colour palette
Our network map

Our secondary colour palette also serves a functional purpose within our network map, allowing us to distinguish the regions we serve through a colour coding system.

Outer Hebrides

Skye, Raasay and Small Isles

Inner Hebrides

Southern Hebrides

Firth of Clyde

2.4

Western Isles
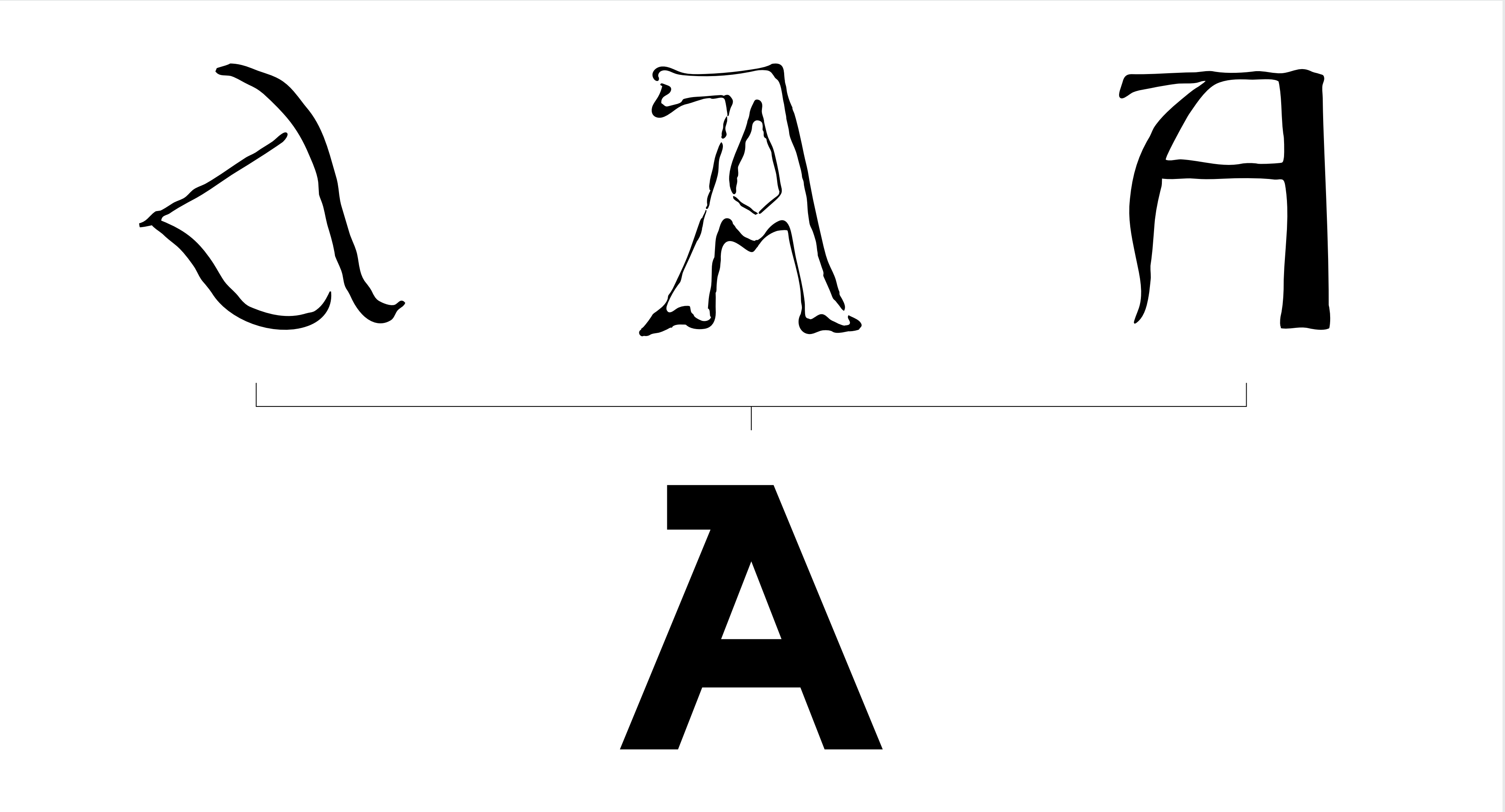## Our bespoke typeface

Our bespoke typeface, Western Isles, allows us to express our heritage in a way that's contemporary and reflective of our brand character.

Western Isles takes its cues from historic Scottish and Gaelic lettering traditions. The single serif follows the direction the lion rampant is facing and hints at flags waving in a sea breeze.

It comes with all Gaelic characters and accents.

2.4

Western Isles
Character set

The complete character set of our bespoke typepface Western Isles includes support for all major Northern and Western European languages as well as specifically Gaelic characters / accents.

A	Á	Â	Ä	À	Å	Ã	Æ	B	C	Ç	D	Đ	Ð	É	Ê	Ë	È	F	G
H	I	Í	Î	Ï	Ì	J	K	B	C	Ç	D	Đ	Ð	É	Ê	Ë	È	F	G
L	Ł	M	N	Ñ	O	Ó	Ô	Ö	Ò	Õ	Œ	P	Þ	Q	R	S	Š	T	U
Ú	Û	Ü	Ù	V	W	X	Y	Ý	Ÿ	Z	Ž	a	á	â	ä	à	å	ã	œ
b	c	ç	d	ð	e	é	ê	ë	è	f	h	i	ı	í	î	ï	ì	j	k
l	ł	m	n	ñ	o	ó	ô	ö	ò	ø	õ	œ	p	þ	q	r	s	š	ß
t	u	ú	û	ü	ù	v	w	x	y	ý	ÿ	z	ž						
0	1	2	3	4	5	6	7	8	9									
.	,	:	;	…	!	¡	?	¿	·	•	*	#	/	\	(	)	{	}	[
]	-	–	—	_	‚	„	"	"	'	'	«	»	‹	›	"	'	$	€	£
¥	+	−	=	>	<	~	@	&	|									

2.4

Western Isles
Display typeface

Western Isles comes in two weights: Bold and Light.

It's the primary weight for our brand communications, to be used in headlines and large display copy.

Western Isles Light is for sub-headings and additional copy.

For standard-sized body copy, we use Basis Grotesque – see next page.

AaBbCc123
AaBbCc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &%@£$€¥#+-(){}?!,.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &%@£$€¥#+-(){}?!,.

2.4

Basis Grotesque
Text typeface

To complement our brand font, Western Isles, in standard-sized text, we use Basis Grotesque (by Colophon Foundry).

The most common weights we use should be Black, Regular and Light, although all are acceptable.

Basis Grotesque should only be used in conjunction with Western Isles – never on its own. And it should never be used in main headlines, only in body copy headers.

Where neither Western Isles Bold or Light or Basis Grotesque are available, such as in PowerPoint presentations and e-newsletters, Arial can be used to substitute both.

AaBbCc123

AaBbCc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &%@£$€¥#+-(){}?!,.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &%@£$€¥#+-(){}?!,.

2.5

Graphic device

The parallelogram that frames our brand marque offers a graphic device that is distinctive to Caledonian MacBrayne, and can enrich the graphic language of our brand.

Employ it as shape, pattern or image frame – see the food packaging labels on p.54 as an example. It's also a chance to get creative with layouts.

The 12.5 degree angle offers a starting point for a distinctive aesthetic, as a way of cropping images or organising text, for example.

12.5°

Layout

3

3.1

Brand marque position
Primary

The recommended location for our marque on applications, on top of photography or a plain background, is top right.

But, at sea and on the page, we need to make sure we're clearly visible. So, if the background is too busy or contains too much red for the marque to stand out, think about using the secondary position, explained on the next page.
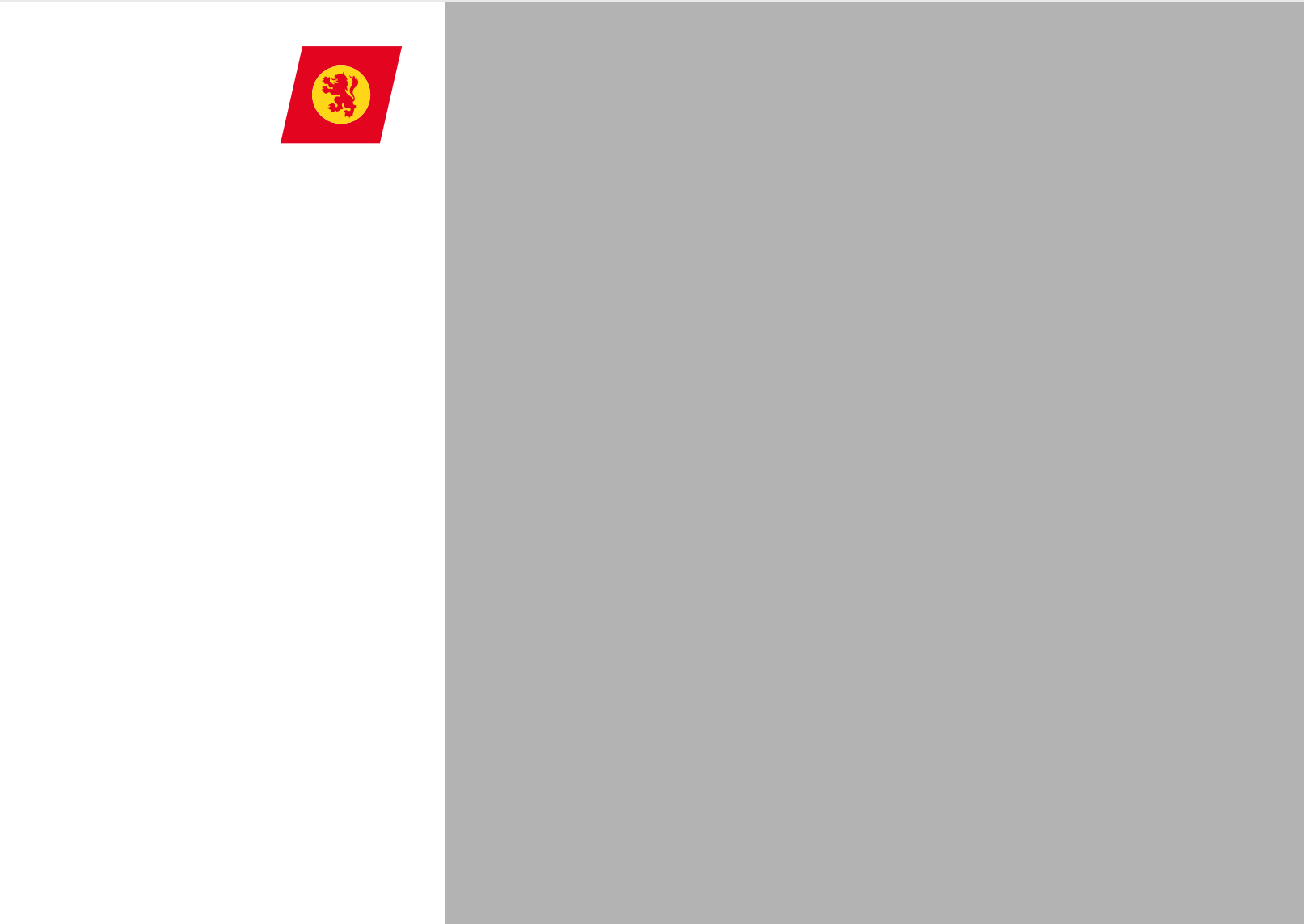
3.1
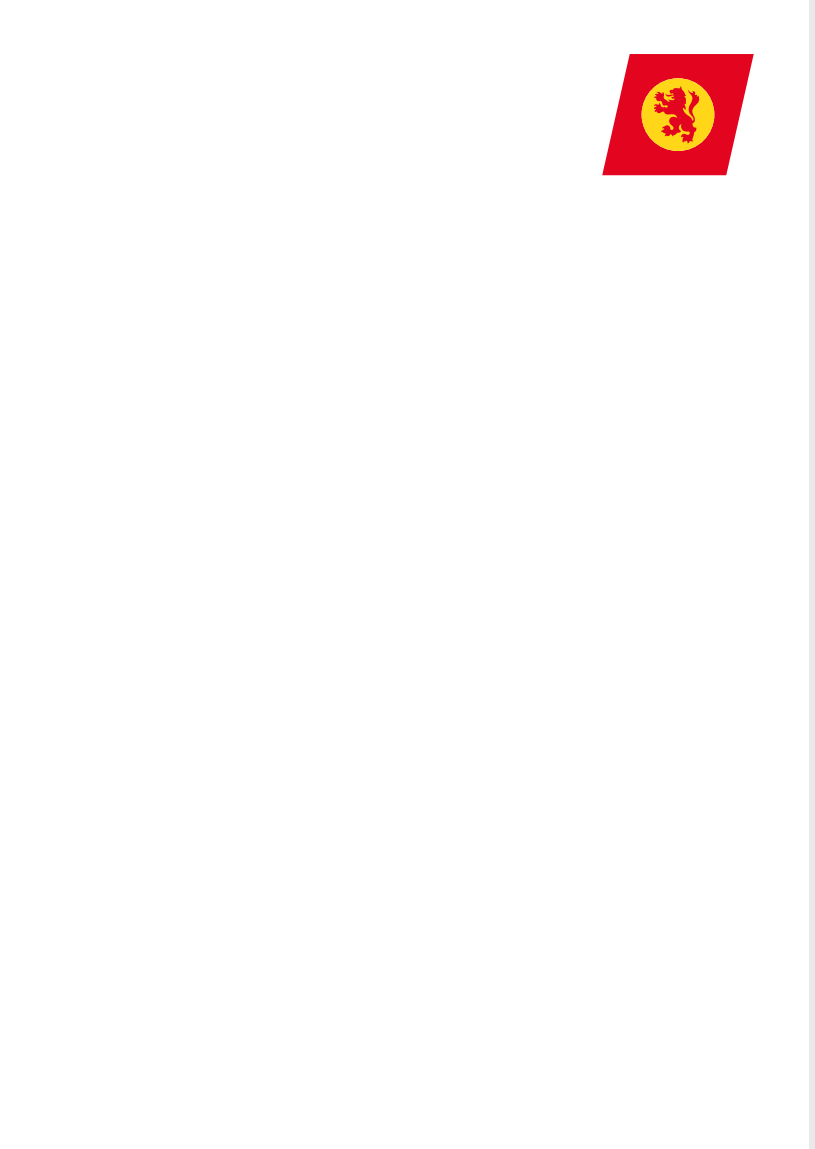
Brand marque position
Secondary

If the marque is lacking standout on a visually busy image, try separating the layout into an image and a text area.

Position the marque top right within the plain text panel, which should preferably be white or black rather than a colour.

3.1

Brand marque position
Display

When making a display of the brand marque, on merchandising such as a tote bag or document cover, for example, there's no need to stick to the top-right rule.

Experiment with its scale and bring it front and centre, with possibly a short line of copy.

3.1

Brand marque postion
Usage with our name

There's no fixed spatial relationship between the
brand marque and the brand name. The only rule is
that they should never be used as a lock-up, which
should only be used in third-party communications
– see p. 16).

This gives us the freedom and flexibility to create
more sophisticated designs. Be inspired by imagery,
or led by the format and scale of the layout.
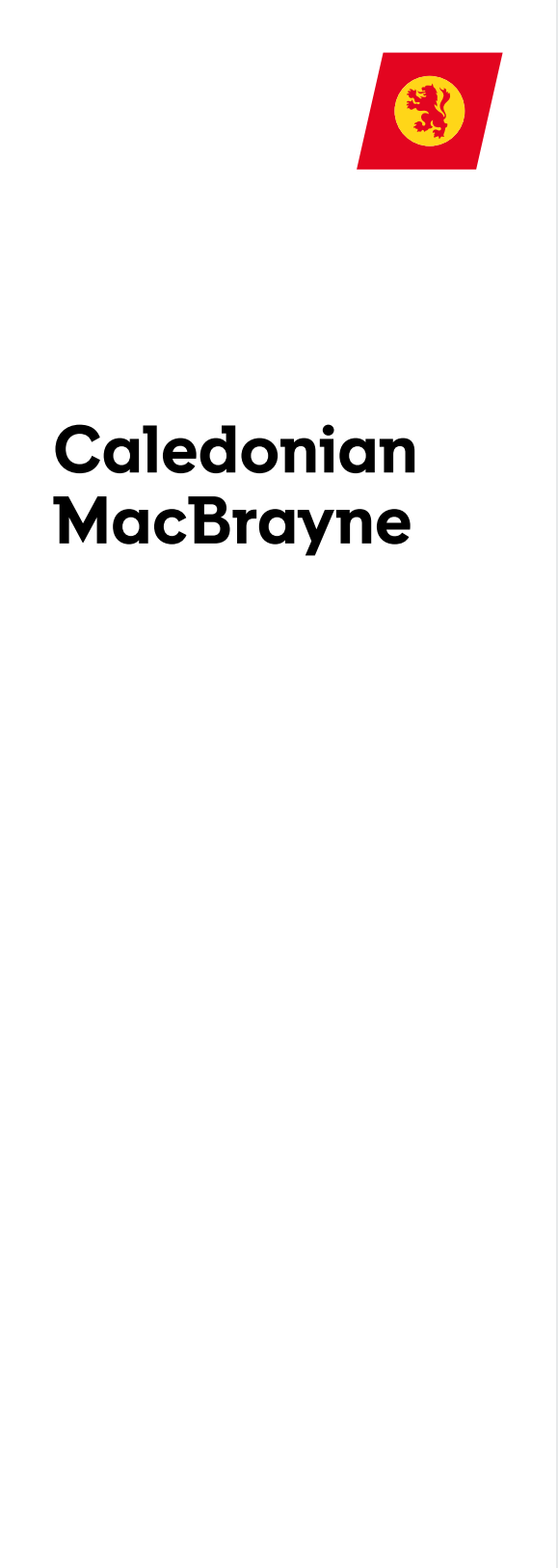
3.2

Typographic hierarchy

The typographic hierarchy for text should always follow this structure:

Lead with Western Isle in the title (and subtitle, if required).

Use Basis Grotesque for body copy and captions.

WESTERN ISLES BOLD

WESTERN ISLES LIGHT

BASIS GROTESQUE BLACK

BASIS GROTESQUE LIGHT

Headline
Subheadline

Body Headline
Otat maximus autatur? Os veri re voluptati cum quatquo ssunt, adic tota doluptibus perferovit quiandaniam, aut quis imenis dit, od eatemquide volorerunt, unt, odioreh enimpor umquiscilic test dolorerrores eserae aut voluptatur, cuptatiis sunt dolorerum que nobis ex ea sus voloribusa pratibus sanim ra is et quo es adis inverorum, omnim latustium si doluptatur aborem dere pos et autem imus estius.

BASIS GROTESQUE BLACK
BASIS GROTESQUE REGULAR

Caption Headline
Otat maximus autatur? Os veri re voluptati cum quatquo ssunt, adic tota doluptibus perferovit

Tone of voice

4

4

How we write

Our brand voice is the way we express ourselves in words. It's the verbal reflection of our character, how we want our customers and partners to perceive us.

It's a vital part of our brand, helping to preserve the trust that we all work so hard to keep.

For more details please refer to "Our Voice Strategy".

Hard-working and conscientious sounds...

Straightforward and direct – we don't waste time being long–winded. We get to the point quickly and clearly, and then on with the job.

Resilient and responsible sounds...

Purposeful, positive and practical. We know what we're doing – and our audience needs to hear that we do. We speak confidently, with authority, but never talk down.

Warm and welcoming sounds...

Natural, informal and friendly, not stern, stiff, formal and cold. We don't waste words, but we never forget we're talking to friends – real people in our community.
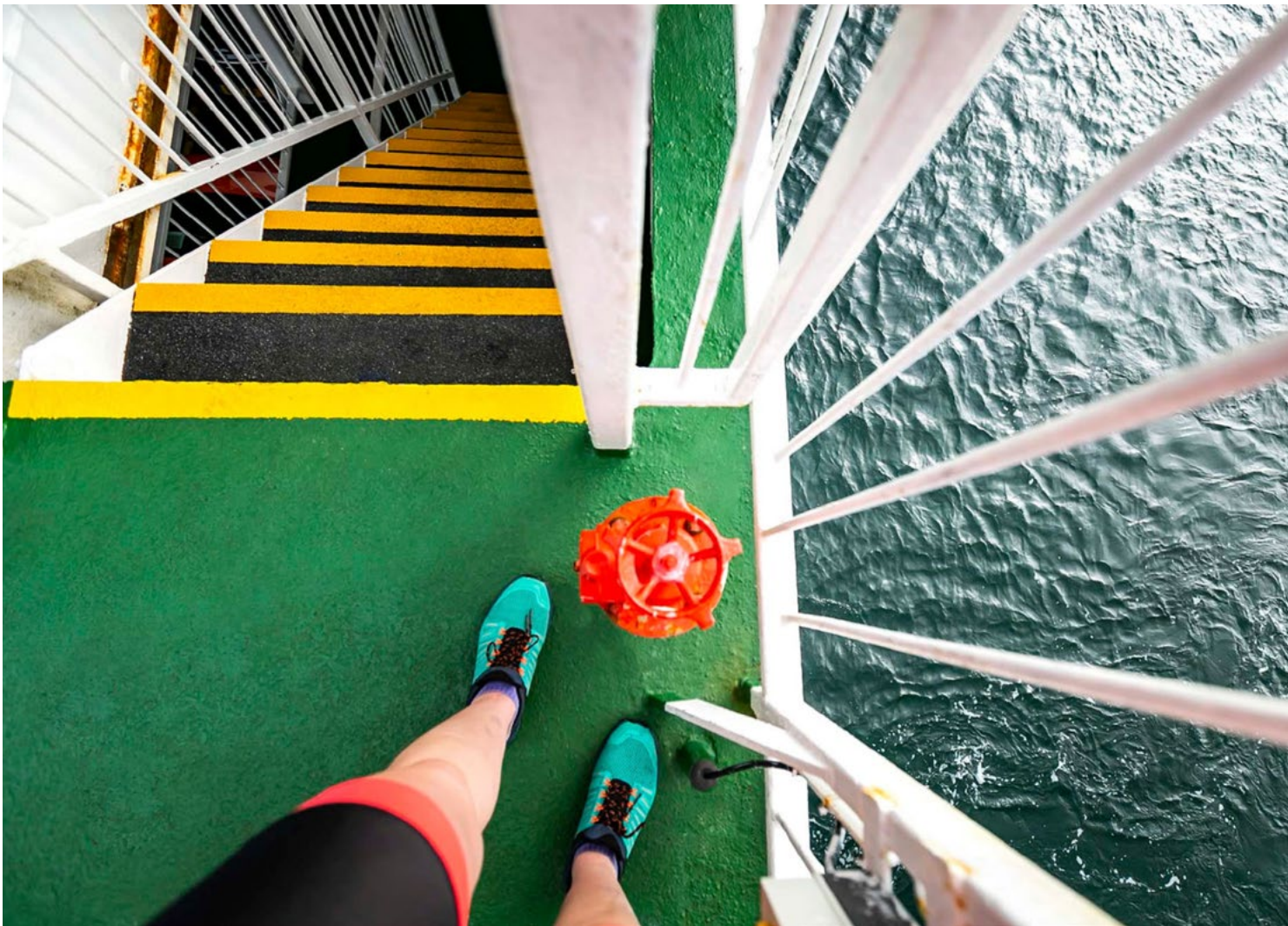
Photography

5

5

Photography
People and places

Our greatest asset is the work we do. Photography offers the best window onto that work, and onto the value it carries for to the people we serve.

So, for Caledonian MacBrayne photography, our main approach is reportage, or documentary-style. We use reportage to capture real moments in time of our people at work, on land or onboard our vessels, and of the travellers and islanders who sail with us.

This honest photographic style keeps all our communication authentic and on-brand.

5

Photography
Landscapes and nature

As a counterpoint to informal reportage photography, we also employ brand imagery that captures the wild beauty of the west coast and the islands.

This kind of scenic photography establishes our connection to this region as our home, and to the timeless natural environment.

Landscape images demand greater care and consideration in their composition than less formal reportage imagery.

Pictograms

6

6

Pictograms

Our brand assets include a new family of pictograms, or icons, to convey information and messaging encountered on our services, for use on signs, maps and timetables.

Included in the set are ideograms for use by HR and marketing teams to represent ideas and concepts in our business goals and our brand values.

Our pictograms have a consistent drawing style that works alongside the brand typeface and marque. So, please don't use any off–the shelf drawings or create your own.

Contact the marketing team for the correct files and, if in doubt, always check with them for approval.

Ferry

Festival

Visual assistant

Marine Birds

Office Equipment

Rain

Storm

0123

Clyde

Arran